

I claim a shelf assembly:

1. A shelf assembly comprising:  
a panel having an edge and two opposed spaced apart sides extending from said edge;  
a light source, when actuated said light source generating light, said light  
5 projecting in an initial direction into said panel through said edge of said panel; and  
wherein said panel is adapted to redirect the light from said initial direction in an illumination direction through at least one of said sides of said panel.
2. The shelf assembly according to Claim 1, wherein said light source comprises a light emitting diode.
3. The shelf assembly according to Claim 1, wherein said panel includes at least one reflective surface for redirecting the light from said initial direction to said illumination direction.
4. The shelf assembly according to Claim 3, wherein said panel includes a plurality of said reflective surfaces.
5. The shelf assembly according to Claim 4, wherein said reflective surfaces are formed by prismatic shapes formed at one of said sides of said panel.
6. The shelf assembly according to Claim 5, wherein said prismatic shapes comprise prismatic indents extending into said panel.
7. The shelf assembly according to Claim 5, wherein said prismatic shapes comprise prismatic projections from said panel.
8. The shelf assembly according to Claim 1, wherein said light source comprises a plurality of light sources.

9. The shelf assembly according to Claim 1, wherein said opposed sides comprise an upper side and a lower side.
10. The shelf assembly according to Claim 9, wherein said illumination direction is through said upper side for illuminating objects supported on said upper side.
11. The shelf assembly according to Claim 9, wherein said illumination direction is through said lower side for illuminating objects positioned below said panel.
12. The shelf assembly according to Claim 1, wherein said panel includes a plurality of reflective surfaces.
13. The shelf assembly according to Claim 12, wherein said reflective surfaces are arranged in an array across said panel wherein said reflective surfaces redirect the light from said initial direction to said illumination direction across an area of one of said sides.
14. The shelf assembly according to Claim 1, wherein said light source is positioned adjacent said edge.
15. A shelf assembly comprising:  
a panel having an edge and two opposed spaced apart sides defining an upper side and a lower said of said panel;  
5 a light source positioned at said edge, said light source generating light and directing said light in an initial direction into said panel through said edge of said panel; and  
said panel including a plurality of light reflecting surfaces, said light reflecting surfaces redirecting the light from said initial direction to an illumination direction through at least one of said upper side and said lower side of said panel, said light reflecting surfaces  
10 arranged across at least a portion of said panel wherein a first group of said light reflective surfaces redirect a first portion of the light through a first portion of said one side, and subsequent groups of said light reflective surfaces redirect other portions of the light through other portions of said one side.

16. The shelf assembly according to Claim 15, wherein said light reflecting surfaces are arranged in rows.
17. The shelf assembly according to Claim 15, wherein said light reflecting surfaces are arranged in an array.
18. The shelf assembly according to Claim 15, wherein said light reflecting surfaces are arranged to extend substantially across said panel wherein said reflective surfaces redirect light through said one side substantially across said panel.
19. The shelf assembly according to Claim 16, wherein each of said rows includes at least one respective light reflecting surface, each of said rows offsetting said respective light reflecting surface from a respective light reflecting surface of an adjacent row.
20. The shelf assembly according to Claim 15, wherein said reflective surfaces are formed by prismatic shapes formed at one of said sides of said panel.
21. The shelf assembly according to Claim 15, wherein said prismatic shapes comprise prismatic indents extending into said panel.
22. A shelf assembly comprising:  
a panel having a pair of opposed edges and two opposed spaced apart sides extending from said opposed edges and defining an upper side and a lower said of said panel;  
a pair of brackets, each of said brackets molded to said panel at a respective  
5 opposed edge by a plastic body;  
a light source positioned in one of said plastic bodies and at one of said opposed edges of said panel, said light source generating light and directing said light in an initial direction into said panel through said edge of said panel; and  
said panel being adapted to redirect the light from said initial direction in an  
10 illumination direction through at least one of said upper side and said lower side of said panel.

23. The shelf assembly according to Claim 22, wherein said light source comprises a plurality of light sources.
24. The shelf assembly according to Claim 23, wherein said light sources are positioned along said one of said opposed edges.
25. The shelf assembly according to Claim 24, wherein said light sources are positioned at both of said opposed edges.
26. The shelf assembly according to Claim 24, wherein at least one of said light sources is positioned at another edge of said panel.
27. The shelf assembly according to Claim 22, wherein said panel comprises a glass panel.